

8/24/93

Susan,  
Report in Division H/H  
and show Charlie how and  
when its reported. DO this  
on Monday 8/30 for all  
product already ordered.  
JB

SM-153-G

August 9, 1993

TO ALL DIVISION MANAGERS

SUBJECT: DORAL & MONARCH Pre-Banded BUY-ONE-GET-ONE-FREE  
Product

Details of the DORAL as well as MONARCH pre-banded BIG1Fs are as follows:

First Order Date: Monday, August 9, 1993

DORAL B1G1F Promotion #: 304895

MONARCH B1G1F Promotion #: 304899

H/H and S.I.S Reporting:

***It is extremely important that all B1G1Fs placed at retail are accurately reported in S.I.S.***

- DORAL BXGXF - Report the number of gratis packs placed, (i.e., there are 5 gratis packs (units) per carton).
- MONARCH BXGXF - Report the number of gratis packs placed, (i.e., there are 5 gratis packs (units) per carton).

A special B1G1F shipper display unit as well as promotional POS for both DORAL and MONARCH will be available sometime in the near future. Details will be communicated to you as soon as they are made available.

In the interim, you should utilize the "Special Offer" POS and remaining quantities of the DORAL "B\_\_G\_\_F" POS that was allocated to your sales area in late April of this year (item # 411281 / # 411622 - divisions 2826 & 2828 only).

Contact your sales area office with product and/or POS allocation inquiries.

Program Contact: Barbara J. Simkins, extension 6149.

R. J. REYNOLDS TOBACCO COMPANY

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